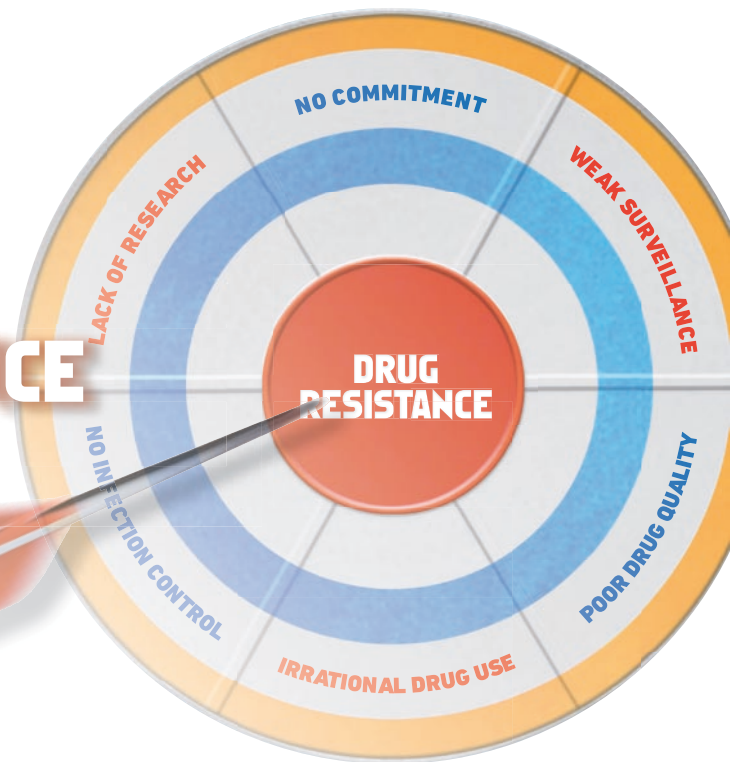


TOOLKIT FOR EVENT ORGANIZERS

COMBAT DRUG RESISTANCE



**No action today,
no cure tomorrow**

7 April 2011 World Health Day



World Health
Organization

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I. Introduction



A. Why this toolkit?

This *Toolkit for event organizers* is intended to assist in the planning process to mark World Health Day 2011. It provides information on how different sectors – individuals, institutions, organizations or government agencies involved in public health from the local to international level – can play a role to combat drug resistance.

This guide can be read in its entirety or used as a quick reference, depending on the need of the reader at any given time. The toolkit briefly describes the current trends and facts around antimicrobial resistance and proposes actions to combat it. It also highlights key messages for the Day and provides ideas for local and national events as well as some planning guidelines to implement successful activities.

Who should use this guide?

This guide is principally for the use of WHO Offices in supporting events with Ministries of Health and other partners. However, other ministries, civil society, organizations, nongovernmental organizations, professional associations, and individuals are encouraged to pursue events and campaigns to expand awareness and action to combat drug resistance.

Policy-makers at all levels may also find this guide useful for its key messages around the theme of combating drug resistance.



B. What is the World Health Organization?

The World Health Organization (WHO) is the directing and coordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters; shaping the health research agenda; setting standards for health; helping countries create evidence-based and ethical policy options; providing direct support and expertise to countries; and monitoring and assessing health trends.

In the 21st century, health is a shared responsibility, involving equitable access to essential care and collective defence against transnational threats.

WHO is present in 148 countries, areas and territories around the world and has six regional offices to provide continuing support and expertise to countries. Its Headquarters are in Geneva, Switzerland.

C. What is World Health Day?

World Health Day is celebrated on 7 April to mark the founding of WHO. Each year, the Organization selects a key health issue and encourages people from all ages and all backgrounds to hold events that highlight the significance of this issue for good health and well-being. World Health Day provides a unique opportunity for communities from across the world to come together on one day to focus attention on a global health threat and to promote actions that can improve our health.

D. World Health Day 2011

► *What is drug resistance?*

Antimicrobial drugs are medicines used to treat infections caused by microorganisms, including bacteria, fungi, parasites and viruses. The discovery of antimicrobials is one of the most important advances in health in human history – alleviating suffering from disease and saving billions of lives over the past 70 years.

Antimicrobial resistance – also known as drug resistance – occurs when microorganisms change in ways that render ineffective the medications used to cure the infections they cause. This is a normal process within microorganisms, but many actions we take unwittingly cause resistance to occur faster, and with devastating effect.

The 2011 theme, *Combat drug resistance*, was selected for World Health Day in recognition of the effect drug resistance has on our collective health, individually and globally and on recognition that it is a growing threat to achieving global health goals. Drug-resistant infections can be spread from one person to another, exacerbate illness and increase deaths. Drug resistance can impose huge costs to individuals, health systems and society. Left unaddressed, it could leave us with little or no medicines to treat infections, and effectively take us back to a "pre-antibiotic era". For success in continuing to drive down child deaths and to turn around major

disease epidemics we have to combat and contain drug resistance now.

We are at a turning point in the way we treat infections and we need to embrace the benefits, challenges, and consequences this can have for health. We can take action now to ensure that drug resistance is contained.

► *What we are aiming to achieve*

World Health Day will draw worldwide attention to the need to combat drug resistance. We want to engage governments, international organizations, businesses and civil society, and individuals in a shared effort to put health at the heart of drug resistance policy. Our goal is to save lives and protect health by keeping precious, life-saving medicines effective and useful to combat diseases.

Our goal is:

To save lives and protect health by showing the value of medicines and what can be done to maintain the effectiveness of existing medicines and develop new ones.

To stimulate more cooperation in communities, across governments and across nations for sustained action against drug resistance.

Objectives:

To increase understanding of what drives drug resistance and what can be done to prevent it.

To urge governments to take the lead in developing and implementing policies to prevent drug resistance and protect effective medicines.

To engage other stakeholders to take action to protect medicines and prevent drug resistance.

To build commitment for effective policies and practices and their implementation to combat drug resistance.

Target audiences:

Government leaders, policy makers and international partners.

Civil society groups, individuals, patients and their families.

Health professionals, including all health-care providers, pharmacists and hospital administrators.

The diagnostics and pharmaceutical industries.

General public.



II. Drug resistance



A. Why is drug resistance important?

► *Drug resistance is a global concern*

Drug resistance kills: infections caused by resistant microorganisms often fail to respond to the standard treatment, resulting in prolonged illness and greater risk of death.

Drug resistance challenges control of infectious diseases: drug resistance reduces the effectiveness of treatment because patients remain infectious for longer, thus potentially spreading resistant microorganisms to others.

Drug resistance threatens a return to the pre-antibiotic era: many infectious diseases risk becoming uncontrollable and could derail the progress made towards reaching the targets of the health-related United Nations Millennium Development Goals set for 2015.

Drug resistance increases the costs of health care: when infections become resistant to first-line medicines, more expensive therapies must be used. The longer duration of illness and treatment, often in hospitals, increases health-care costs and is a financial burden to families and societies.

Drug resistance jeopardizes health-care gains to society: the achievements of modern medicine are put at risk by drug resistance. Without effective antimicrobials for care and prevention of infections, the success of treatments such as organ transplantation, cancer chemotherapy and major surgery would be compromised.

Drug resistance compromises health security, and damages trade and economies: the growth of global trade and travel allows resistant microorganisms to be spread rapidly to distant countries and continents.

B. Facts on drug resistance

About 440 000 new cases of multidrug-resistant tuberculosis (MDR-TB) emerge annually, causing at least 150 000 deaths. Extensively drug-resistant tuberculosis (XDR-TB) has been reported in 69 countries to date.

Resistance to earlier-generation antimalarial medicines, such as chloroquine and sulfadoxine-pyrimethamine, is widespread in most malaria-endemic countries. *Falciparum* malaria parasites resistant to artemisinins are emerging in South-East Asia; infections show delayed clearance after the start of treatment, indicating resistance.

A high percentage of hospital-acquired infections are caused by highly resistant bacteria, such as methicillin-resistant *Staphylococcus aureus* (MRSA) and vancomycin-resistant *enterococci*.

Resistance is an emerging concern for treatment of HIV infection, following the rapid expansion in access to antiretroviral medicines in recent years; national surveys are underway to detect and monitor resistance.

Ciprofloxacin is the only antibiotic currently recommended by WHO for the management of bloody diarrhoea due to *Shigella* organisms, now that widespread resistance has developed to other previously effective antibiotics. But rapidly increasing prevalence of resistance to ciprofloxacin is reducing the options for safe and efficacious treatment of shigellosis, particularly for children. New antibiotics suitable for oral use are urgently needed.

Drug resistance has become a serious problem for treatment of gonorrhoea (caused by *Neisseria gonorrhoea*), even with “last-line” oral cephalosporins, and is increasing in prevalence worldwide. Untreatable gonococcal infections could result in increased rates of illness and death, thus reversing the gains made in the control of this sexually transmitted infection.

New resistance mechanisms, such as the beta-lactamase NDM-1, have emerged among several gram-negative bacilli. This can render powerful antibiotics, which are often the last defence against multiresistant strains of bacteria, ineffective.

C. What drives drug resistance?

Inappropriate and irrational use of medicines creates favourable conditions for resistant microorganisms to emerge and spread. For example, when patients do not take the full course of a prescribed antimicrobial, or when poor quality antimicrobials are used, or when antimicrobials are prescribed but are not strictly needed, resistant microorganisms can emerge and spread.

Underlying factors that drive drug resistance include:

- Inadequate national commitment to a comprehensive and coordinated response, ill-defined accountability, and insufficient engagement of communities.

- Weak or absent surveillance and monitoring systems.

- Inadequate systems to ensure quality and uninterrupted supply of medicines.

- Inappropriate and irrational use of medicines, including in animal husbandry.

- Poor infection prevention and control practices.

- Depleted arsenals of diagnostics, medicines, and vaccines, as well as insufficient research and development on new products.

D. Key messages

The invention and development of antibiotics has allowed doctors to treat diseases that were previously a death sentence. These medical advances are now at risk.

Public health initiatives on major health priorities are at risk, especially those that depend on access and use of medicines.

Inappropriate use, underuse, and overuse of these valuable medicines have enabled much more rapid development of drug resistance.

Governments must take the lead in developing and implementing comprehensive national policies and interventions to protect medicines and prevent drug resistance.

Everyone who uses, prescribes, or administers antibiotics and other antimicrobials has a role to play in the important work of preserving them for future generations.



Patients and the general public need to understand that antibiotics are only effective against bacterial infections. They are of no use against viral infections – such as influenza and the common cold.

In order to contain resistance and ensure the effectiveness of medicines for the future, health practitioners need to be disciplined in their prescription, sale and distribution of medicines.

Hospital administrators and health managers need to set clear rules for the use of antibiotics and other antimicrobial medicines and ensure they are used properly, not wasted or prescribed without justification

Animal health professionals and those who rear animals for food must limit their use of antibiotics and stop use of these valuable medicines for growth promotion or disease prevention.

Pharmaceutical firms need to be responsible in their marketing of medicines, in promoting proper use, and need to work with public and private partners to develop new tools to detect and treat disease.

Additional messages will be provided to WHO country and regional offices during the first week of April.

E. Addressing the challenges with a cohesive policy package

The World Health Organization will launch a policy package to combat drug resistance on World Health Day. It is aimed at giving the guidance to governments in stimulating and guiding the actions needed to be taken by all key partners to respond to the threat of drug resistance. The package is founded on evidence-based recommendations, and it emphasizes that responsibilities must be made clear and all actors made accountable for actions taken. It also will reinforce that, even in low-income countries and poor communities, first and power steps can be taken to change the future.



III. Planning World Health Day activities



A. Get started

Key steps in the process of planning your activities for World Health Day 2011 include:

Visit our web site (<http://www.who.int/world-health-day/2011>) to find the latest information about the causes of drug resistance and what can be done to stop it.

Identify your target audiences and prepare for outreach in your region, country, or locality.

Update yourself on the champions for this issue in your area.

Let your audience know that World Health Day is coming.

B. Develop and package the message

Keep the following points in mind when developing a message applicable to your audience.

Use the facts and trends pages (in Section II) as a guide to collect the same type of information applicable to your audience and their language.

Identify gaps (problems) in local information and current programmes, as well as the steps you will need to take to raise awareness and catalyse action.

Publicize and promote the work done or programmes proposed by your organization to improve the situation.

Empower individuals and organizations at the local level to get involved by identifying practical, locally relevant approaches to prepare for events on World Health Day and beyond that day.

Highlight success stories.



C. Mobilize others and plan events

Approach local partners with an outline of activities and events for World Health Day 2011 and ask for their involvement and support. Encourage their participation by explaining how it will increase their visibility and enhance their profile in the community, as well as give them an opportunity to support a good cause.

D. World Health Day slogan

The slogan for this year's World Health Day is:

COMBAT DRUG RESISTANCE

No action to day, no cure tomorrow

This slogan is available in Arabic, Chinese, English, French, Russian and Spanish. Feel free to translate it into your own local language so that more people can become aware, engaged and take action.

E. Ways to mark World Health Day

On World Health Day and in the months to come, your office or organization could hold a number of events that can stimulate action to combat drug resistance. One suggestion is to organize panel discussions and debates involving a range of the partners who are all responsible for preventing and containing drug resistance. These discussions would offer you the opportunity to present the new WHO policy package to key stakeholders and to seek their endorsement and engagement in promoting and implementing the package. Response to drug resistance requires cross-sectoral engagement and accountability, with ministries of health playing a firm stewardship role to enable action within and beyond government for efficient impact.

The following are a list of possible participants in such discussions:

A minister of health who has acted to address drug resistance across government agencies and has raised global awareness of the issue, or who has acted to coordinate more focused action to prevent drug resistance in your country.

A leading drug regulator who could speak from the perspective of the drug regulators community.

A nongovernmental organization representative who is active in promoting engagement in public health, and could be encouraged to do even more by promoting awareness of the risks of drug resistance and what communities and all actors must do to respond.

A leading infectious disease clinician or academic,

The national or local association of pharmacists.

A representative a local pharmaceutical firm or association.

A patient or family member affected by drug-resistant disease.

You can use the tools and products mentioned in Section IV for your meeting. A video statement from WHO's Director-General, Dr Margaret Chan, will be available on the WHO web site on World Health Day. In the video, Dr Chan delivers a call-to-action to combat drug resistance. Her video statement could be used to open a meeting or event. You can use the fact sheets, and present local facts and issues of your own to stimulate discussion. The policy briefs can form a basis of discussion and for planning next steps. A video will be available following World Health Day of a WHO panel of diverse stakeholders discussing the challenge and the WHO policy package. This video could be used for future discussions in the coming months.

Your panel session could be filmed and made available live (or delayed) on video and then provided on your WHO web site. Prepared video statements could also be released.

In order to gain media attention, you could precede the panel session with a World Health Day press conference on the theme of *Combat drug resistance*. You may want to focus the press conference on the launch of the WHO policy package and the next steps for your stakeholders, with panel conference speakers available for press interviews after the conference. For more information, please see the section on media.

Other activities that could be pursued on World Health Day and beyond:

Public walks or marches leading to health facilities where discussions could take place on how individual health services, outreach workers, local community groups and leaders can engage in the work – including on the proper use of medicines by all.

Tours of facilities and talks on what infection prevention and control measures can be taken by workers and others in health facilities, other settings where people live together in large groups (such as nursing homes, worker dormitories, prisons, etc.), and in communities.

Lectures in universities and in other settings on a specific drug resistance challenge – where local data or research are available.



IV. Support from the World Health Organization



A. Design and slogan

The official design and slogan for World Health Day is available in Arabic, Chinese, English, French, Russian, and Spanish through the WHO corporate web site at: <http://www.who.int/world-health-day/2011>. When preparing materials in support of World Health Day, this design and slogan can be used and translated into other languages as needed. They should always be used in conjunction with the WHO official logo.

Organizers are reminded that both the design and slogan of the World Health Day campaign and the WHO logo are WHO intellectual property and should be used only to identify events and materials related to World Health Day. The World Health Day design and the WHO logo may not be reproduced together with commercial logos, be used for the purpose of self-promotion or for obtaining any commercial or personal financial gain, nor may it be utilized in any manner which implies WHO endorsement of activities or products of a commercial enterprise.

B. Package and advocacy materials

The package includes various toolkits to assist with your World Health Day event planning:

- Toolkit for country offices and other event organizers
- Media toolkits

An advocacy campaign uses a set of integrated communication activities and tools to achieve a change in behaviour or perceptions in the target audience. In combating drug resistance, the desired changes include improving antimicrobial use and blocking transmission of resistant organisms. This campaign may also be used to raise awareness of drug resistance or to raise funds to support efforts to combat it.



WHO policy on advocacy campaigns

Advocacy campaigns must contribute to clearly defined public health goals and focus on concrete outcomes. In this case all advocacy and communications material are aimed at focussing attention on increasing understanding of what drives drug resistance and what can be done to prevent it. Please see Section I for specific objectives.

They should communicate only evidence-based information. The information and facts supplied by WHO have been checked for accuracy and relevance. It is your responsibility to ensure that any local facts and figures are reliable, credible, and relevant.

They should motivate audiences to take action. Your communications on and around World Health Day must be aimed at eliciting action and not just stop at awareness building.

They must raise awareness of health problems, propose solutions to these problems, and indicate how WHO is implementing these solutions. Go from highlighting the problem to the action: the six-point policy package. Express to your audiences how ordinary people can take action, too.

They must use WHO's six-point agenda and our priorities as a framework for key messages. In this case, drug resistance poses a global health security threat and is a hindrance for achieving development goals.

They must use the WHO logo on the campaign materials in accordance with WHO Visual Identity Guidelines (<http://intranet.who.int/homes/dco/logo/>)

Resources allocated for advocacy campaigns must be linked to specific planned outcomes. It is important to assess the outcomes and impact of your event or your activities.

C. Media

WHO will make available during the first week of April the following embargoed items for your reference, use, and local adaptation. Embargoed means that you cannot make the contents public until the date and hour stipulated at the top of the product.

Press release

Statement from the WHO Director-General (video and in print)

Media advisory on any event or activities you plan (which you can add to the kit)

Media advisory on the global launch

Frequently asked questions

Photos

Relevant fact sheets and technical documents on drug resistance

D. WHO web and social media

Web site

The official global web site has been launched at: <http://www.who.int/world-health-day/2011>. This site hosts the main information around the campaign, as well as campaign materials such as video statements, posters, and brochures in six languages.

YouTube

The official YouTube web site is: <http://www.youtube.com/who>. This site allows you to view audiovisual material from WHO partners.

Facebook

The official Facebook web site is: <http://www.facebook.com/World-Health-Organization>. This site allows you to access individuals interested in public health, as well as audiovisual material and photographs related to drug resistance.

Twitter

The official Twitter web site is: <http://twitter.com/whonews/>. This site allows you to view short key messages communicated directly from WHO headquarters and is useful to mobilize supporters.

E. Web sites for more information

ReAct - Action on Antibiotic Resistance
<http://www.reactgroup.org/>

Centers for Disease Control and Prevention (CDC) Antibiotic/Antimicrobial Resistance
<http://www.cdc.gov/drugresistance>

Infectious Disease Society of America – “Bad Bugs Need Drugs” – <http://www.idsociety.org/10x20.htm>

Alliance for the Prudent Use of Antibiotics
<http://www.tufts.edu/med/apua/>

International Network for the Rational Use of Drugs
<http://www.inrud.org/>

European Centre for Disease Prevention and Control (ECDC) Antimicrobial Resistance – http://www.ecdc.europa.eu/en/healthtopics/antimicrobial_resistance/



F. Contacts

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V. Engaging our audiences

Media, whether print, broadcast, web, or social media are all powerful partners and platforms to reach our target audiences.



A. Print and broadcast media

Members of the media are also members of the community. They will be interested in your messages in their capacity as private citizens and also as professionals. Two things are needed, however, to increase media coverage: 1) understanding what the media want in a story and 2) making sure that the information is provided to them in a clear and timely manner.

Reporters and producers want a good story. They look for audience appeal, issues that stimulate debate, stories that generate increased viewership or readership, and sustained public interest through fresh perspectives on an issue. The media will avoid stories that are inaccurate or incomplete, as well as organizations that are overly persistent after a story has been rejected. It is up to us to provide illustrations, examples, human interest stories, and explanations about how global issues impact local communities. Stories come alive when media have someone to interview. Headquarters, Regions and Country Offices should designate spokespeople, subject matter experts, and other possible interview partners for World Health Day.

Spokespeople are the key focal points who speak about the issue of drug resistance, key messages, and events and have been assigned and trained for this role.

Subject matter experts within WHO who are knowledgeable about drug resistance (including specific subject areas) and can speak in depth about the topic.

Interview partners are high-profile policy makers, people with interesting profiles, and celebrities who can inspire others. For example, participants in the high-level panel (see Section IV) make good interviewees.

Spokespeople, subject matter experts, and celebrities should be briefed on World Health Day 2011 key messages and receive background documents and guidelines.



Ways to engage broadcast media

Mainstream media has a massive influence globally on what the general public or political leaders deem important. In order to provide a voice or face to the campaign *Combat drug resistance*, broadcast media coverage is a must.

► *Audio*

1. **Podcasts** – digital audio files whose content evolves over time as part of a “living” file.

Contact media outlets in your area and inform journalists about the World Health Day podcast on the WHO web site. The file can be automatically downloaded from the Internet to a journalist via software that keeps track of the changes and downloads the updated content to their computer, audio player, or mobile phone.

2. **Radio interviews** – live or pre-recorded interviews communicating information on public health issues.

Interviews with WHO senior staff about upcoming World Health Day events or drug resistance can be conducted from a desktop, studio, or satellite phone. Radio interviews are highly cost-effective because they require relatively low-tech equipment and can be used repeatedly at little cost.

► *Visual*

1. **B-roll** – back-up or supplementary video footage that can be used to expand, enhance, or add background detail to the main footage (A-roll) of an interview or story.

The Department of Communications at WHO HQ has some footage that can be made available. Local footage is more valuable to national and local media and therefore more likely to be used.

2. **Public service announcements** – If you are able to develop an announcement, contact television advertising companies to book advertising space. This can often be negotiated for free.
3. **TV interviews** – serve to educate the public about current health issues and can be viewed on TV or the Internet. This also provides an opportunity for WHO experts to answer questions about health matters most likely to be asked by the general public. All WHO senior staff, technical staff, and communications

officers are authorized to be interviewed as long as they are briefed on the key messages and/or are experts in the subject. The head of WHO Country Office decides who should speak to the media.

4. **Video statements** – The WHO Director-general's video statement is available for use at country level if needed.

► *Media products*

When engaging with media, always ask yourself:

Who do I ultimately want to reach? (Media is not the end audience!)

How can I interest my audience? What will reach them and compel them to take action?

What do I want my audience to do?

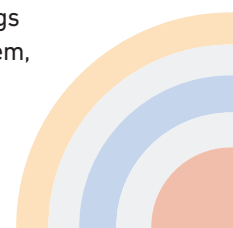
- **Patients:** stop demanding antibiotics from doctors and take the full course of medicines when they are prescribed.
- **Physicians and other doctors:** stop prescribing antimicrobials unless absolutely indicated.
- **Pharmacists:** stop dispensing antimicrobials without a prescription.
- **Policy makers:** create coherent policies for combating drug resistance.
- **Pharmaceutical companies:** invest in research into new antimicrobial drugs.

1. News releases

You can use the embargoed news release, adapted to your context. Once you send out the release, make sure that you have prepared and made available spokespersons or subject matter experts who can elaborate on the story and give more local content. Always include a local contact telephone number and have a staff member man that line. Use regional spokespeople, if you need back up support. Refer to the fact sheet, six point policy package and FAQs. It is best to have country specific examples, facts and images (photos and videos).

2. Feature news

Proposals for a feature news story can be three to four pages in length and should capture and build on a story you want to pitch. Attention-grabbing headings are also important. For broadcast media, contact them,



brief them, and offer them good interviewees for news or news feature programmes. Some suggestions for stories include:

What aspect of drug resistance is most relevant to your country?

Which of the drivers of drug resistance can be addressed in your country?

What good practice or success story can be highlighted?

What has been achieved with regard to drug resistance in countries with a similar context as yours?

What aspects interest local communities (e.g. regulation of pharmacies, regulation of doctors, etc.)

Have there been high profile cases of drug resistance in your area or country?

Are there champions of combating drug resistance whose story or quote could make the news?

3. Media advisory

This is an announcement to the media about an event they could cover. Notice should be given so far enough in advance that media have time to prepare. The advisory has the practical arrangements, including time, date, and venue, and often refer to background material they could read. A World Health Day event, meeting, or press conference should all be announced this way. You should call media contacts and encourage them to attend, if possible.

4. Other newspaper contributions

Two tools for outsiders to express their views in newspapers are *Letters to the Editor* and short pieces that appear opposite the editorial page (known as “op-eds” in newspaper parlance). Most newspapers will usually consider up to two op-eds a year from one source. The piece should be quite short (ideally 300–400 words), well thought-out, clearly written, and persuasive; it should be sent by the head of your organization or someone of similar status.

Be selective about your *Letters to the Editor*: if you write too often they will not get printed. Your letter is more likely to be published if it contains fewer than 400 words. You should develop your main idea within the first two paragraphs. If you are responding to a specific article, put its title, author, and the date when it appeared in the first sentence.

5. Media kits

A media kit provides information prepared especially for the media and released near to or on the day of the event. For World Health Day, the standard kit should be supplemented with current information relating to the event.

Here are the contents of the global media kit, which you can use and adapt as needed:

News release

Media advisory

FAQs

Fact sheets

Policy briefs

Statement from the WHO Director-General (video and written statements)

List of spokespersons and subject matter experts and their contact details

How to interest the media in World Health Day

1. Reach out to them directly

Brief media before hand about the issue and about the event. Offer experts for interviews. Let them know what others are doing for World Health Day. Use the media advisory.

2. Organize events

Meetings, seminars, webinars, panel discussions, debates, etc. are all effective. Other ideas include competitions, quizzes, public awareness campaigns, and other creative ideas using the World Health Day 2011 theme *Combat drug resistance*. These are a good way to reach people who might not be attracted to more traditional or formal events.

Contact reporters on the staff of local papers and persuade them to publicize your event. In addition, arrange to have the event listed in local newspaper calendars and announced on television and radio stations. Deliver invitations two weeks in advance of the event, by hand or by mail. Two to three days in advance, call editors and reporters and ask if they plan to attend. The day before the event, call the selected media outlet again and politely remind them about the event.



During the event, set up a media sign-in table and hand out media kits. Try to set up interviews with participants and introduce the media representatives to the appropriate spokespeople. It is a good idea to issue everyone a name badge. Have someone from your organization take photographs to illustrate future articles on the event; they will also be useful for your own files.

Immediately after the event, send a news release to any reporters who were unable to attend and send follow-up letters to the editors of local newspapers. You can also write a follow-up article for community publications, illustrated with photographs. Remember to thank the community and participants, and inform them of the success of the event.

Coverage of your World Health Day event can be expanded by planning in advance a system for measuring the success of the event. Record information such as how many people attended, how many volunteers were recruited, and how much media coverage was received. Not only is this information useful for internal evaluation, but it can provide focus for post-event news releases.

3. Involve celebrities

This can be time consuming, but if you already have identified a celebrity who might speak on this cause, then brief them, engage them, and help them get your message out. Celebrities can easily disseminate your messages on their Facebook walls or through Twitter channels. This increases outreach without them having to do too much.

Celebrities

Choose individuals who are well-known and respected within the country or community and who can draw positive attention to World Health Day.

Invite personalities in music, film, sports, science, and politics to talk about the issues.

Engage a well-known person who lives nearby or is from your area – they may provide “local support” for your event.

Make sure the celebrities are briefed in advance.

Celebrities associated with WHO work should have a sound reputation and should not be associated with the tobacco industry or any other industry whose objectives are incompatible with those of WHO.

4. Update your media contact list

Track your media contacts by asking all your colleagues to record summary information about their telephone conversations on a simple form giving name, organization, date, time, and topics discussed. Examining the media contact forms can provide valuable information, such as how many media enquiries were received over a period of time, on which subjects, and whether enquiries are increasing or decreasing. Knowing your media contacts and understanding their interests and styles can help you decide what information to share with whom and when.

5. Monitor media pick up and impact

Set up a simple system to assess how media are picking up the World Health Day story. What are they interested in? What aspects are they covering? Are they getting the story right? Do you need to correct anything? What is the impact of the media coverage? Extend the monitoring to web and social media if you can.

B. Web and social media

The World Health Day web site provides a platform where supporters can register to receive email information or resources about the event and about drug resistance. In addition to hosting the ultimate call-to-action around World Health Day, the web site may also be used to support the social media outreach.

Before World Health Day

Gain followers or online supporters who can be mobilized to support World Health Day.

Envision and educate your audience about World Health Day and drug resistance; create anticipation around the event and an eagerness to take part or respond on the day.

Establish partnerships with others who will also support the two goals above.

ACTIONS

- Inform your contacts or pre-announce “Drug resistance is a threat to our health and survival. World Health Day 2011”. Use the existing web site and email all contacts.



- Suggest to your contacts (media and non-media) that they follow the WHO Twitter account and click “like” on the WHO Facebook page.
- Create a “Stay tuned” area on the first page, which might embed Facebook updates or a Twitter feed, which could include tweets that use hashtag #WHD, for example.
- Promote the event by featuring the social media “share” button or banners for World Health Day on your web site and distribute these products to all your partners: http://www.who.int/world-health-day/2011/web_banners.

On World Health Day

Reach more people (due to new followers, online supporters, and partnerships).

Contact some of them via email or direct message (DM).

Engage people to support the campaign through a social media “cause” and other techniques to raise awareness about antimicrobial resistance.

ACTIONS

- Send an email the day before the event to all interested subscribers with a list of ways they can support World Health Day. For example:
 1. Visit our web site on drug resistance to understand how you can combat drug resistance
 2. Join the cause *Combat drug resistance* on Facebook
 3. Support us on Facebook
 4. Support us on Twitter
 5. Support us online
- Suggest people join the Facebook cause to support the campaign and to engage them.
- Provide information on the evolution of the “cause” (number of people joining) and tell them how they can support it and grow this number.

After World Health Day

Update the web site.

Continue engagement of the community created around drug resistance on the different social media platforms.

Inform followers and partners of the evolution of the Facebook cause (number of people engaged) in

order to continue to grow this activity and increase awareness.

ACTIONS

- Continue to suggest joining the “cause” to support the campaign.
- Provide new content from WHO and other partnerships, if possible.

Because country offices may not be too familiar with the use of social media for World Health Day, here is more information.

TWITTER

Twitter is a micro-blogging service that allows you to publicize short key messages to followers. The Twitter strategy should be built primarily on the World Health Organization’s Twitter account: @WHONEWS. The campaign is divided into three phases: before, during and after World Health Day.

Before World Health Day

Promote the campaign by giving clear information on the facts: statistics, importance of the issues, examples of disease issues related to drug resistance that can be relayed with people interested in a disease area, presenting facts by asking questions (e.g. “Do you know...?”).

Create a “teaser” by giving factual information in the first message. In the second message, mention that people can support the World Health Day campaign in different ways (i.e. how to get a “WHD support kit”, how to join the “Combat drug resistance” Facebook cause on WHD itself, etc.), and by giving a countdown to World Health Day (e.g. “There are less than 10 days before World Health Day”).

Use a hashtag, or a word within your message prefixed by a hash sign, for campaign tweets (e.g. #WHD). By using a hashtag, your tweet potentially will be viewed by all of your followers and in this case, by those in the community who are following this hashtag and are interested in drug resistance. Using hashtags means you can reach more people, who will most likely be interested in your tweet.



Use some of these suggested hashtags related to this topic in tweets: #publichealth, #hiv, #aids, #malaria, #tuberculosis, #medical, #antibiotic, #superbugs, #mrsa.

During World Health Day

Promote World Health Day extensively using scheduled tweets, taking into account the time zones in the world; link these tweets to new content and resources.

Engage people by promoting the campaign, calling them to support the campaign and to join the “cause”.

Invite people to use Twibbon (see below), to add a mark on their Twitter profile to spread the word about the campaign.

Engage directly with people, e.g. retweet (RT) people who are supporting the campaign and thank them.

After World Health Day

Continue to promote the campaign and engage people (adding new content, or informing people about the evolution of the “cause”).

– A tweet to promote the WHO Facebook page might read as follows:

Thanks for following us on #Twitter. You can also support us on our new #Facebook page <http://tiny.cc/a86iy> #WHO

Or,

#WHO has a new #Facebook page. Please support us by liking it here: <http://tiny.cc/a86iy>

Or,

On #Facebook? Like our page for updates on the world of #WHO: <http://tiny.cc/a86iy>

The aim should be to raise awareness of World Health Day and create anticipation ahead of the day itself.

Facebook should be used in parallel to the Twitter strategy to promote the World Health Day campaign. A similar message approach to that used in Twitter may be used.

Messages may include links to our World Health Day support kit, how to join a *Combat drug resistance* Facebook cause on the date of the event, and, as with Twitter, a daily countdown of days to go.

During World Health Day

Be as engaging as possible by trying to share; engage people in a two-way conversation. If people express ideas, positive comments, or their own health story and issues with drug resistance, try to respond to them, direct them to relevant sources of information, and encourage them to support the campaign.

It may be possible to have specialist advisors available on World Health Day itself to respond to Facebook wall posts or comments.

Promote a Facebook “cause” inviting people to show their support in the fight against drug resistance.

Thank people for their support during World Health Day and share the results (i.e. tell them how many people joined the cause and encourage them to continue engaging in efforts to end drug resistance).

After World Health Day

Thank people for their support during World Health Day and share the results of our efforts.

Continue to engage them by explaining the campaign is not finished and the cause needs them.

FACEBOOK

Facebook, with over 600 million users globally, is a way to reach either individuals or groups with a similar passion for combating drug resistance. The Facebook strategy should be built primarily on the World Health Organization’s existing Facebook page. As with Twitter, the campaign is divided into three phases: before, during and after World Health Day.

Before World Health Day

Promote the World Health Organization Facebook page

– Firstly, to increase the number of followers who “like” the WHO Facebook page, use Twitter to promote the page. The WHO Twitter page is already followed by a large number of people, many of whom would potentially “like” the new Facebook page. Asking these people to support WHO on Facebook by liking our page could achieve a significant impact. Such a message may take the form of a direct message (DM) to individuals, and a public tweet.



Provide links to new content to show this issue remains an important cause.

Continue to promote the cause and the web site.

The Twitter and Facebook activities may be managed in parallel, and may be made easier by the use of tools such as Hootsuite, Tweetdeck, or SocialOomph, to manage and schedule tweets and Facebook posts. Some of the tweets can also be posted at the same time on Facebook using this tool, which greatly reduces time spent.

Facebook – Causes

Facebook Causes is a very easy platform that can be used to mobilize individuals and organizations currently following you, with the potential to engage their network of friends to add their support.

First create a cause on Facebook. The cause could be named *Combat drug resistance*, providing a straightforward means to engage a wide online audience around World Health Day and drug resistance. Facebook Causes is relatively simple to use and, once created, does not require much work to keep it updated.



<http://www.who.int/world-health-day/2011>

